Republic of the Philippines
Office of the City Mayor
City of Naga, 4400

EXECUTIVE ORDER NO. 2019-063
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ADOPTING, IMPLEMENTING, AND MONITORING OF EXECUTIVE ORDER NO. 51: NATIONAL CODE OF MARKETING BREASTMILK SUBSTITUTES, BREASTMILK SUPPLEMENTS AND OTHER RELATED PRODUCTS, PENALIZING VIOLATIONS THEREOF, AND FOR OTHER PURPOSES

WHEREAS, Executive Order No. 51 regulates the marketing (i.e., product promotion, distribution, selling, advertising, product public relations, and information services) of breastmilk substitutes, supplements, and other related products;

WHEREAS, the city government recognizes its role in ensuring that objective and consistent information is provided on infant feeding, for use by families and all stakeholders involved in the field of infant nutrition;

WHEREAS, there must be proper planning, provision, design and information dissemination on infant nutrition;

NOW THEREFORE, I, NELSON S. LEGACION, Mayor of the City of Naga, by virtue of the powers vested in me by law, do hereby order the following:

SECTION 1. ADOPTING, IMPLEMENTING, AND MONITORING OF MILK CODE. The City Population and Nutrition Office is hereby tasked to adopt, implement, and monitor the execution of Executive Order 51: National Code of Marketing Breastmilk Substitutes, Breastmilk Supplements, and Other Related Products, Penalizing Violations Thereof, and for Other Purposes.

SECTION 2. EFFECTIVITY. This Executive Order shall take effect immediately.

Issued this 27th day of December, Two Thousand Nineteen in the City of Naga, Philippines.

NELSON S. LEGACION
City Mayor

Attested by:

FRANCISCO M. MENDOZA
Acting City Administrator

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